



“Swimming Wetsuits To Keep Babies & Kids Warm When Wet.”

Press Release: New Arrival – Kids Swim With Konfidence



Singapore -- 12 March, 2008 -- Konfidence.com.sg, the local authorized agent of Top UK Babies and Kids swim wear brand Konfidence™ opens its first Asia retail space for babies and kids in the newly renovated Mothers Work Kids in Tanglin Mall #03-11c.

Konfidence started in 1998 with the invention of the Original Konfidence Jacket. This popular and best-selling jacket features a unique 8-float system for easy adjustable buoyancy to help your child learn to swim. Since then the company has expanded to a range of babies, infant, kids and adults swim wear. Its range of Warma Wetsuits (from new-born to age 7 years old) is its current top seller with its unique sleeveless and keep-warm 2.0 Neoprene (divers' wetsuit material but thinner for babies and kids). This was designed with the swimming babies and kids in mind – sleeveless for free movement of arms, Neoprene to keep babies warm in the water; and Velcro straps that gives a snug-fit which are safe and easy to wear.

Its Mini BabyWarma™ range (for age 0-12months) is the only open completely flat baby swim wear in the market. Extremely easy to 'wear', this wetsuit is ideal for parents to introduce babies to water. All Warma wetsuits and Jackets come in bright and attractive pink and blue. Prices range from \$64-95. Be sure to check out Mothers Work Kids and their website Konfidence.com.sg for a special introductory offer in the months of March and April 2008.

From their website Konfidence.com.sg, “All Konfidence products are inspired by our customers demand for good looking, practical, functional and affordable swimwear, beachwear and sun protection clothing.

Our fantastic baby swimming range has been developed in conjunction with Swimming Teachers from the UK and the USA to allow babies and their Mums and Dads to get the most from their time in the water! Everyone's talking about the brilliant Konfidence BabyWarmas.”

The Original Konfidence Jacket (age 2-3 and 4-5 years)



The Mini BabyWarma (age 0-12mths), Baby Warma (age 12-24mths) and ChildWarma (age 2-7years) wetsuits.



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